

Catalyst Church Egg Drop

“How-To Guide”

On April 7th, 2007 Catalyst Church hosted its first annual “Greenville Egg Drop” at Eastside High School in Greenville, SC. Using 1 helicopter, 25,000 plastic Easter eggs and about 50 staff and volunteers, we were able to put on event for the city of Greenville that saw nearly 2,000 people show up. Those people had a wonderful time, and more importantly, they left with a great first impression of Catalyst Church.

Since the Egg Drop, we’ve received numerous phone calls and email asking simply “How does this whole thing work?” Well, while we don’t claim to be experts or have all of the answers, we hope that the following pages will help to get you started in the right direction.

On the following pages, you will find ideas and tips for anything from what type of eggs to purchase to event promotion, and everything in between. While these items may prove useful to you, they are by no means the “only way”. Feel free to take our thoughts, and make them your own!

If you have any questions, please direct them to
eggdrop@catalystchurchonline.com

Pre-Event To-Do List:

Before you begin planning an egg drop for your city, you need to take care of the two most important aspects... rent a helicopter and find a suitable location.

Once you've taken care of both of those larger details, the rest of the details can be put in place rather easily.

Helicopter:

There are numerous companies across the country that rent helicopters for recreational use. The most important aspect in renting the helicopter is making sure that you are abundantly clear with your intentions. The good news is that many churches have now done an egg drop, so the idea of dropping thousands of eggs may not be as strange of an idea as it once was. Make sure that you communicate exactly what you plan to do, and allow them to decide if they are comfortable with the idea.

Location:

For a location, we recommend a football field. This allows you to have ample space for the drop as well as seating for parents and spectators. Many local high schools will be willing to allow you to rent their facilities. In order to do so, it may require school district approval, along with a large amount of liability insurance in which you will be required to name both the school and the district as an insured member of your coverage. Most churches should have this type of liability coverage.

When those two details have been secured, it's time to begin the planning process.

Promotion:

- Have someone design a logo/graphic for your event. It should include details about time/location, prizes, etc. Our event design is included in this packet.
- Purchase a URL for a website. For instance, Catalyst Church purchased www.greenvilleeggdrop.com for our event. On the site, we simply used the logo for the event along with specific details for time/location, etc. We also included an e-vite to the event for visitors to the site to invite friends.
- Write-up a press release to be sent to all local news outlets in your area. This would include local television, radio and newspaper. A press release does not guarantee coverage of your event, so it is best to follow-up with each media outlet. A copy of Catalyst Church's press release is included in this packet
- Print Rave Cards and Posters for your event. We simply took the logo and had it printed as posters and rave cards. We scattered the city with posters at local businesses and restaurants (make sure you ask permission to hang them) and asked several local restaurants to hand out rave cards on trays and to-go bags. There are many ways to spread these cards and posters across your city. Street teams are a great way to get the word out.

Eggs:

There are numerous websites that sell plastic Easter eggs in bulk. We recommend buying pre-filled eggs with either candy or toys. We stuffed about 200 eggs ourselves with prize coins that coincided with different prizes we gave away. If you found an egg with a prize coin, you redeemed it at the prize table. We also filled numerous eggs with cash, and other free coupons. We loaded all of the eggs in plastic trash bags and filled the helicopter with as many as we could possibly get. We ended up with approximately 12,000 in the helicopter, and the rest we scattered all over the ground before the event.

Prizes:

This year, included in the prizes were the following:

- 2 Nintendo Wii Game Systems
- 3 Playstation PSP's
- 3 Nintendo DS Lite's
- 4 iPod Nano's
- 4 iPod Shuffles
- 4 DVD's
- Free Passes to kid-themed play locations
- 5 \$20 bills
- 10 \$10 bills
- 20 \$5 bills
- 100 \$1 bills
- Fuddruckers Cookie coupons
- Chick-Fil-A kids meal coupons

Volunteers:

This is a critical part of the event. Simply put, you cannot do it without volunteers. This year, we were able to pull off the event with 45 volunteers, but that was not an ideal number by any stretch of the imagination. The reality is that we could have used about 75 – but we have some awesome volunteers who made it happen. Bottom line, get as many people on board as you can – you're going to need them! You will find various volunteer assignments and schedules that we used included in this packet.

The Event:

This is meant to be an overview of what the event actually looks like when the day arrives. You will find an event schedule, volunteer placement, registration area details, kid's play area details, and an emcee script on the following pages.

- Set-Up: The field should be set-up in 3 sections. We divided the field by age for the drop. Section 1 was 3–5 year-olds, Section 2 was 6–8 year-olds, and Section 3 was 9–12 year-olds. We separated the ages to allow each child the safest way to experience the drop – i.e. preventing 12 year-olds from running over 3 year-olds. Each section was color-coded. The infants–2 year-olds had separate play areas specifically designed for them. They did not participate in the actual egg drop.
- Registration: We asked each family to register their children individually and gave them color-coded armbands that coincided with the color of their age section. On the registration cards, we asked for names, addresses and email.
- Pre-Event Activities: See attached documents

- Egg-Drop: We gathered the kids together, and had them line-up around the track of the football field in front of their sections prior to the drop. The helicopter took off and began to head toward the field. 12,000 eggs were loaded on the helicopter in plastic trash bags. The helicopter circled the field for about 2 minutes, allowing the kids to get excited and ready to go. Once they hovered over the field, the eggs began to rain down. After all of the eggs had been dropped, we gave the go ahead for the kids to run out on the field in their respective sections and grab as many as possible. Kids began redeeming prize coins almost immediately, and the entire field was picked clean in a matter of minutes!

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FOR IMMEDIATE RELEASE

25,000 EGGS TO BE DROPPED ONTO FOOTBALL FIELD Thousands of Eggs Will be Dropped Onto Eastside High School's Football Field

Using a helicopter and numerous volunteers, 25,000 plastic eggs will be dropped onto the football field at Eastside High School in Taylors on Saturday, April 7. The event, sponsored by Catalyst Church, is for kids 12 and under and will feature kids' play zones and prizes. The event begins at 10:00am and the egg drop will happen at 11:00am.

Casey Ross, Strategic Director of Catalyst Church, said "It's hard to get real excited about your typical Easter egg hunt, but it's real easy to get excited about a helicopter dropping eggs onto a football field and then possibly winning awesome prizes." There will be a prize in every egg, and some eggs will win special prizes like Nintendo Wii Game Systems, Sony Play Station Portables, Nintendo DS handhelds, iPod Nanos, iPod Shuffles, and cash. Prior to the egg drop, there will be two play zones, one for preschoolers and one for older children.

Immediately after the helicopter drops the eggs onto the field, children three years old to 12 years old will participate in collecting the 25,000 eggs on the field. The football field will be divided into three sections by age so that every child has a fair chance of collecting eggs.

Jay Hardwick, Catalyst's Lead Pastor, added, "We got the idea from some friends who lead a church in Charlotte. They did the event last year and had a great time doing it. They've been helping us along the way to make it happen and to make it happen right."

Catalyst Church was started in April 2006 as a Strategic Partner of North Point Ministries in Alpharetta, GA. They currently meet at the Greenville Little Theatre in downtown Greenville.

If you would like more information about this event, or to schedule an interview with Jay Hardwick, Lead Pastor of Catalyst Church, please contact Caroline Harden at 329-9084 or caroline@catalystchurchonline.com.

**Eastside High School
Football Stadium**

1300 Brushy Creek Rd in Taylors

Registration at 10am

Fun activities from 10am to 11am

Egg drop at 11 am (weather permitting)

Parking and admission are free

The egg drop is for kids between the ages of 3 and 12

There will be activities and prizes for children ages 2 and under

Prizes:

Nintendo Wii Game Systems

Sony PSPs

Nintendo DS handhelds

iPod Nanos

iPod Shuffles

Cash

A prize in every egg



**Greenville
Egg Drop**

www.greenvilleeggdrops.com

**Saturday
April 7**

CATALYST
CHURCH

7:00am

staff arrive
make sure everything set up on Friday is still in place

7:30am

volunteer meeting:

get shirt when arrive

Jay – pep talk and pray

Casey – give assignments (give multiple assignments in order of to be done):

set up registration area

preschool area

kids area

field

water

banners

everyone doing assignments

8:00am

balloons picked up by truck (2 or more trips)
balloons put in place as they arrive

8:15am

Philip and Jake take their vehicles with eggs in bags to meet helicopter

8:30am

load helicopter

9:45am

everyone pray with area then in place

10:00am

registration begins and preschool and kids' areas open

10:45am

signal given to move into stadium

Casey begins to emcee and give instructions

parents moved to stadium and kids moved into place

10:55am

Jay talks

11:00am

helicopter take off and fly over

11:05am

drop eggs

11:45am

clean up: registration area / preschool area / kids area / field / water / banners / balloons / trash

Registration

Leader: Courtney K

Sara Lynn W – 10 -12 yrs old table
Jennifer C – 10 -12 yrs old table
Emily Ann T – 10 -12 yrs old table
Lara Beth H – 7 – 9 yrs old table
Julie R – 7 – 9 yrs old table
Patty F – 7 – 9 yrs old table
Rita R – 3 – 6 yrs old table
Mr. R – 3 – 6 yrs old table
Mrs. R – 3 – 6 yrs old table
Mandy F – 1 – 2 yrs old table
Amy H – 1 – 2 yrs old table
Jay - parking
Matt – parking
Mike R - parking
Wendy M - greeters
Abby R - greeters

7:30 Volunteer Meeting

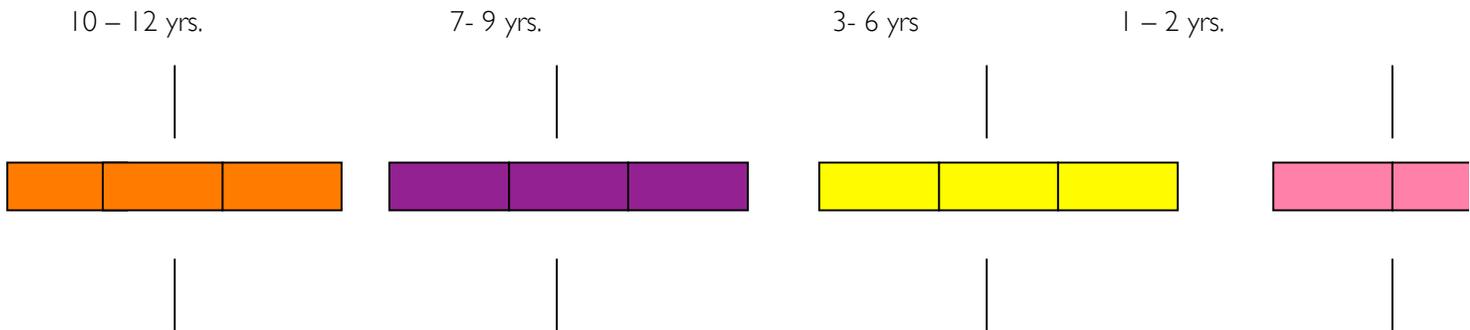
8:00 – 9:00 Set up Registration Area

Need

11 6' Tables from the Professional Party Rentals Truck
10 Pipe and Drape Upright Poles
3 Orange Table Cloths from Prof. Party Rentals Truck
3 Purple Table Cloths from Prof. Party Rentals Truck
3 Yellow Table Cloths from Prof. Party Rentals Truck
2 Pink Table Cloths from Prof. Party Rentals Truck
4 Shoe box size boxes
Plastic Bags
Wrist Bands
Pens
Registration Cards
Balloons
Registration Sign
Bungee Cords
Age Signs

Set up tables according to the following diagram:

Registration



Represent a pipe and drape pole with coordinating color balloons and poster with ages on each one.

9:00 – 9:30 (once you are finished setting up registration)

Please go to the field area and find Casey or Sarah. You will be needed to help pour 10,000 eggs on the field.

9:45

Return to Registration area and pray for the morning and the families you will see.

9:50

Registration Opens

- Families will have to go from table to table if they have multiple age group kids
- Register the family- place the card in the box
- Put the wrist band on the child
 - o 1 & 2 yrs old DO NOT get a wrist band- Direct them to the preschool area
 - o 3 -6 yrs old – One parent gets a wrist band per child
- Give each family a rave card
- Explain that right now we have activities for them to enjoy and when they hear the siren, parents go to the stadium and kids to the bleachers (if you work the 3-6 table explain that one parent may go on the field with each child and must have a wrist band) We will give directions from there for the EGG DROP
- Give the child a bag

10:40 – (only the names listed)

There will be no siren for you. Courtney will let you know it is time for “barrier” Volunteers to go down to the field. At 10:35 walk down to the field and start forming a “barrier” from the edge of the stands on the to the football goal of people.

- Courtney draw a card out of the 7-9 table box, 3-6 table box, 1 – 2 table box. Take to Casey for the door prizes!

Emily Ann _____
Sara Lynn _____
Courtney K
Amy H

10:45 Siren Sounds

-Go down to the stadium/ bleachers to be a CC presence in the stands in case anyone needs anything.

Jennifer C
Patty F
Rita R
Mandy F

11:00

Egg Drop

11:45

Clean up

Return to Registration to pack up.

Be sure boxes with cards and pens and left over rave cards are handed to Courtney.

Tables and Table Cloths are to be packed up in the Professional Party Rentals Truck

Fold Registration Sign

Throw away poster signs and give away balloons or let them go!

Once you are finished cleaning your area please help others clean up.

END OF GREENVILLE EGG DROP '07

Preschool Area

Leader: Lauren L

Stanley Z
Alicia Z
Brandon G
Thomas B
Jennifer G
Tyler C

7:30 Volunteer Meeting

8:00 – 9:40 Set up Preschool Area

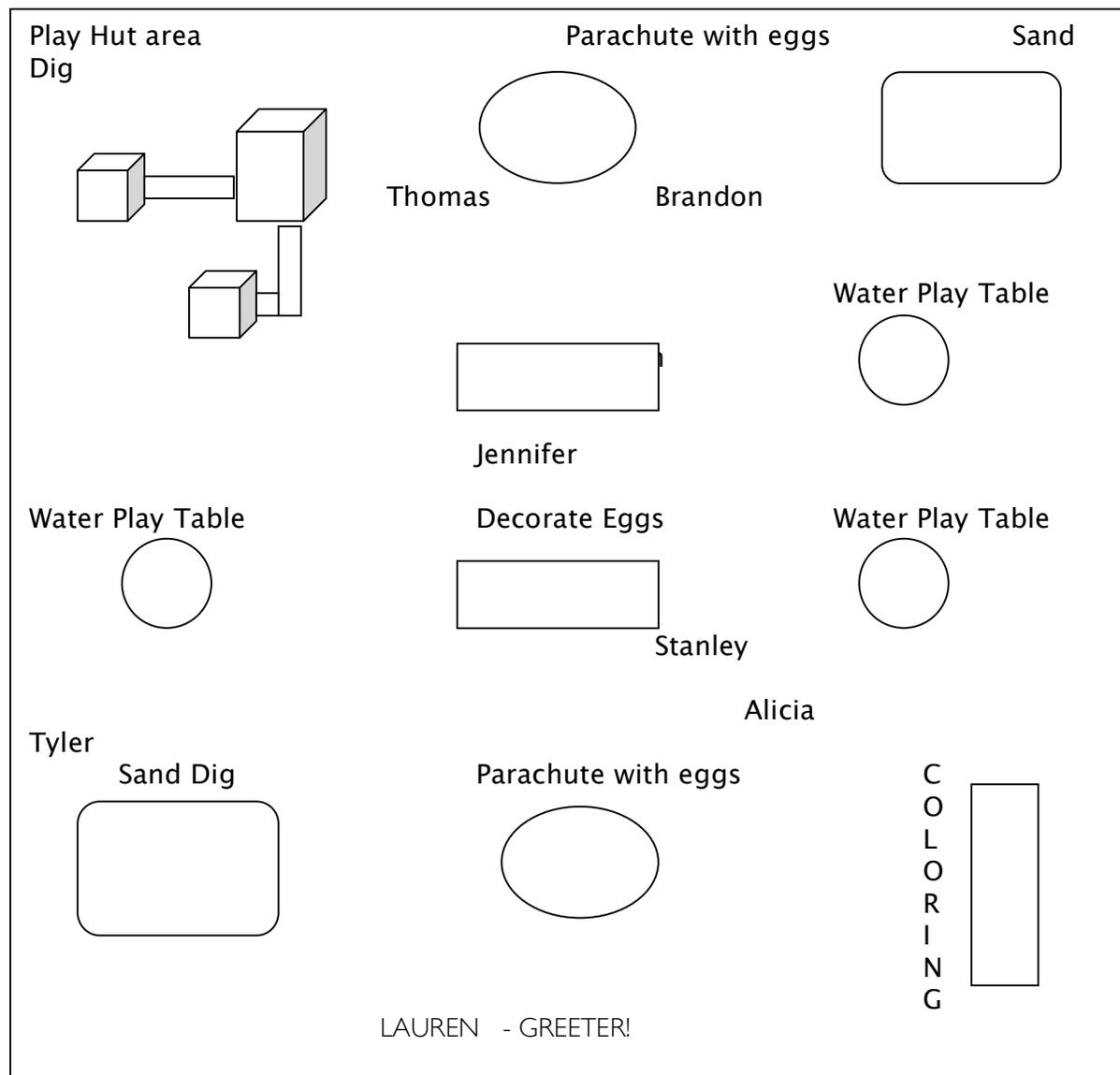
Need :

Cardboard Boxes labeled Preschool play area
Play Sand
Inflatable Pools
Water Toys
Preschool Play Area Signs
Stake
3 Child sized tables from Professional Party Rentals
Pink Balloons

Set up area according to the following diagram:

Place plastic table cloths on tables and put supplies on tables
Hide eggs in the sand
Turn Bubble Machine On

- Stakes with Pink Ballons



(if you finish setting up the area early talk to Lauren first and then find Sarah or Casey)

9:45

Return to Preschool Play area and **pray** for the morning and the families you will see.

9:50 -

Preschool Play area opens

- Your responsibility is not over 1 specific station, rather you are there to play with kids, interact with parents and make sure things are running smoothly.
- Be sure parents do not leave kids unattended

10:45 Siren Sounds

-Go down to the field: (kids will move to the other side of the field under Casey's instructions and you will be the adults that the kids will follow to the other side of the field. Until Casey's instructions stand next to the barrier wall of CC vol.

Casey will say everybody with a purple band follow Tyler C. and Jennifer G. to the other side of the field

Brandon G – leader of orange kids
Thomas B – leader of orange kids
Tyler C – leader of purple kids
Jennifer G – leader of purple kids
Lauren L – leader of yellow kids
Stanley Z – leader of yellow kids

11:00

Egg Drop

11:45

Clean up

Return to Preschool Area to pack up.
Return tables to Professional Party Rental Supply
Throw away extras & pool and sand and sandy eggs!
Pack up extras in Boxes labeled Preschool Play Area

END OF GREENVILLE EGG DROP '07

Kids Games

Sarah S/ Wendy – Leader

EGG TOSS GAME

Daniel T
Kenny F
Floyd Friend

7:30 Volunteer Meeting

8:00 – 8:45 Set up Game

Need:

Folding table
Plastic table cloth
Sign
Balloons
70 Cartons of Eggs – put eggs in bright bucket
Whistle

Once you finished setting up find Sarah and let her know. She will give you another task.

9:45

Return to your area to pray for the morning and families you will see.

9:50

Game opens
One person should man the table, while the other two lead the game.

How to Play:

Pair Kids up

Line kids up on either side of the tape

Explain that they will toss the egg back and forth to each other and take a step with each catch.

When they hear the whistle blow there is a winner (just stop it when they get pretty far)

10:45

Siren Sounds

Go stand on the visitors side of the track next to the **purple balloons**.

Kids will move to the that side of the field under Casey's instructions, once they get there, check wrist bands to ensure that kids are standing in the correct place.

11:00

Egg Drop

11:45

Clean up. Keep the whistle and return the table throw everything else away.

Kids Games

Sarah S / Wendy – Leader

Widdle, Waddle

Kristina K
Michael K
Holly G

7:30 Volunteer Meeting

8:00 – 8:45 Set up Game

Need:

Pipe and Drape Base
Pipe and Drape Pole
Sign
Balloons
Whistle

Once you finished setting up find Sarah and let her know. She will give you another task.

9:45

Return to your area to pray for the morning and families you will see.

9:50

Game opens
One person should man the front, while the other two lead the game.

How to Play:

Line kids up in front of the tape

Explain that they will squat down and reach the arms behind their legs to grab their ankles and race towards the finish line like a duck.

When they hear the whistle blow there is a winner

10:45

Siren Sounds

Go stand on the visitors' side of the track next to the orange balloons.

Kids will move to the that side of the field under Casey's instructions, once they get there, check wrist bands to ensure that kids are standing in the correct place.

11:00

Egg Drop

11:45

Clean up. Keep the whistle and return base and pole and stakes
Throw everything else away

Kids Games

Sarah S / Wendy – Leader

EGG ROLL

Casey M
Chelsea M
Debbie W

7:30 Volunteer Meeting

8:00 – 8:45 Set up Game

Need:

Folding table
Plastic table cloth
Sign
Balloons
Plastic eggs in a large bucket
25 spoons
Whistle

Once you finished setting up find Sarah and let her know. She will give you another task.

9:45

Return to your area to pray for the morning and families you will see.

9:50

Game opens
One person should man the table, while the other two lead the game.

How to Play:

Line kids up in track lanes
Explain that they will use the long spoon to roll the egg down to the hurdles and back
When they hear the whistle blow there is a winner

10:45

Siren Sounds
Go stand on the visitors side of the track next to the yellow balloons.
Kids will move to the that side of the field under Casey's instructions, once they get there, check wrist bands to ensure that kids are standing in the correct place.

11:00

Egg Drop

11:45

Clean up.

Kids Games

Sarah S / Wendy – Leader

DON'T EGG DROP

Shannon R
Helen R
Summer R

7:30 Volunteer Meeting

8:00 – 8:45 Set up Game

Need:

Folding table
Plastic table cloth
Sign
Balloons
70 Cartons of Eggs – put eggs in bright bucket
plastic spoons
Whistle

Once you finished setting up find Sarah and let her know. She will give you another task.

9:45

Return to your area to pray for the morning and families you will see.

9:50

Game opens
One person should man the table, while the other two lead the game.

How to Play:

Line kids up next to tape

Explain that they will put the egg on the spoon and run down to the line and back

When they hear the whistle blow there is a winner

10:45

Siren Sounds
Go stand next to the “barrier of people” on the home stand.
Kids will move under Casey’s instructions, your job is to keep kids back until time is ready

11:00

Egg Drop

11:45

Clean up.

Kids Games

Sarah S / Wendy – Leader

KARAOKE

Carrie M

7:30 Volunteer Meeting

8:00 – 8:45 Set up Game

Need:

- Sign
- Catalyst Sign
- Pipe and drape poles
- Balloons

Once you finished setting up find Sarah and let her know. She will give you another task.

9:45

Return to your area to pray for the morning and families you will see.

9:50

Karaoke opens

- be sure songs are appropriate
-

10:45

Siren Sounds

Go stand next to the “barrier of people” on the home stand.

Kids will move under Casey’s instructions, your job is to keep kids back until time is ready

11:00

Egg Drop

11:45

Clean up.

Kids Games

Sarah S / Wendy – Leader

FACE PAINTING

Kristi M
Shannon R
Brad H

7:30 Volunteer Meeting

8:00 – 8:45 Set up Game

Need:

Sign
Balloons
Paint
Q tips
Plates
Wipes
Table
Table cloth

Once you finished setting up , practice painting and then find Sarah and let her know. She will give you another task.

9:45

Return to your area to pray for the morning and families you will see.

9:50

Face Painting

10:45

Siren Sounds

Go stand next to the “barrier of people” on the home stand.

Kids will move under Casey’s instructions, your job is to keep kids back until time is ready

11:00

Egg Drop

11:45

Clean up.

Kids Games

Sarah S / Wendy – Leader

YOU GUESS IT YOU WIN IT

7:30 Volunteer Meeting

8:00 – 8:45 Set up Game

Need:

- Sign
- Table
- Jars of Candy
- Slips of paper
- Bowls
- Pens
- Balloons

Once you finished setting up find Sarah and let her know. She will give you another task.

9:45

Return to your area to pray for the morning and families you will see.

9:50

Game opens

Guess the number – at 10:35 just pick a winner and give it away to 3 diff. kids

10:45

Siren Sounds

Go stand next to the “barrier of people” on the home stand.

Kids will move under Casey’s instructions, your job is to keep kids back until time is ready

11:00

Egg Drop

11:45

Clean up.

Egg Drop Emcee Script

10:45am

- signal given to move into stadium
- names of basket winners given to emcee
- give instructions:
 - everyone without a bracelet to move to the stadium seating
 - those with bracelets gather behind the field goal
- as those without bracelets move to stadium give instructions to those with bracelets:
 - those with yellow colored bracelets raise their hand – follow Stanley and Lauren to your spot
 - those with purple colored bracelets raise their hand – follow Tyler and Jennifer to your spot
 - those with orange colored bracelets raise their hand – follow Brandon and Thomas to your spot

10:55am

- once everyone in place welcome and announce winners of baskets and give them instructions on where and when to pick them up
- introduce Jay
- Jay talks

11:00am

- give instructions to kids about the drop:
 - in just a moment the helicopter will appear
 - stay where you are until the helicopter has dropped the eggs and the music begins playing
 - when the music begins playing you can go onto the field
 - you must stay in your section
 - you can get as many eggs as you want
 - once all the eggs are picked up the Egg Drop is over
 - all of the eggs have candy in them
 - some eggs have cash or other prizes in them and that is yours to keep if you get one of those eggs
 - some eggs have a coin with a number or letter on it – take any coins you get to the prize table on my side of the field to see what you've won
 - when you are finished stay in your section of the field and come sit down on my side of the field...parents – when your child sits down on this side of the

field you can come down the steps and onto the field to pick them up, please do not come onto the field until your child sits down

11:05am

- helicopter over field
- drop eggs
- 10 second count down
- kids on field